

# Nuevas Adquisiciones

Embajada de los Estados Unidos

BIBLIOTECA BENJAMÍN FRANKLIN · LIVERPOOL 31 MEXICO D.F. 06600

JULIO 2006

Servicio Cultural e Informativo

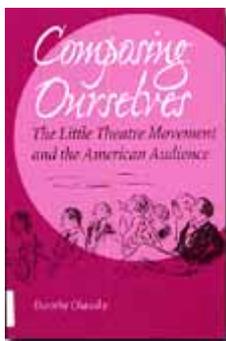
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## ARTE

### Composing Ourselves



Dorothy Chansky  
Carbondale, IL :  
Southern Illinois  
University Press,  
2005.

792.022 CHA

The Little Theatre movement prompted the college theatre major, the inclusion of theatre pedagogy in K-12 education, prototypes for the nonprofit model, and the notion that theatre is a valuable form of self-expression. The author traces the origins of both the ideas and the infrastructures for serious theatre that are ordinary parts of the American cultural landscape today.

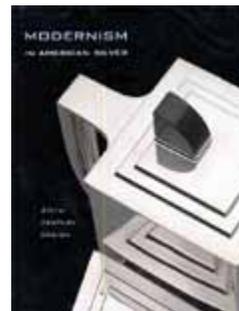
### Modernism in American Silver

Jewel Stern ; edited by Kevin W. Tucker and  
Charles L. Venable

New Haven, CT : Yale  
University Press, 2005.

REF 739.230 STE

This catalogue examines the influence of modernism upon industrially produced silverware made in the United States from 1925 to 2000.

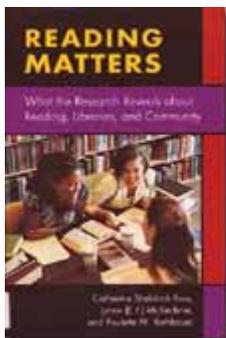


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## BIBLIOTECOLOGIA

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### Reading Matters : What the Research Reveals About Reading, Libraries, and Community



Catherine Sheldrick  
Ross, Lynne (E.F.)  
McKechnie, and  
Paulette M. Rothbauer  
Westport, CT :  
Libraries Unlimited,  
2006.

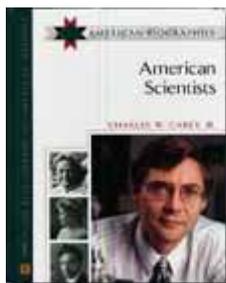
028.9 ROS

By providing a road map to research findings on reading, reader-response, audiences, genres, the value of popular culture, the social nature of reading, and the role of libraries in promoting literacy and reading, this guide offers a clear rationale for making pleasure reading a priority in the library and in schools.

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## BIOGRAFIA

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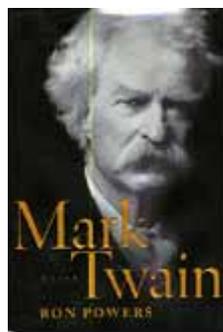


### American Scientists

Charles W. Carey, Jr.  
New York, NY : Facts  
on File, 2006.

REF 509.2 CAR

"American Scientists" offers a glimpse into the professional careers and accomplishments of almost 300 extraordinary men and women in the history of science. Contains a general bibliography, two subject indexes that list the scientists profiled by discipline and year of birth, a comprehensive index, and 74 photographs depicting these remarkable individuals.



### Mark Twain : a Life

Ron Powers  
New York, NY : Free  
Press, 2005.

818.409 POW

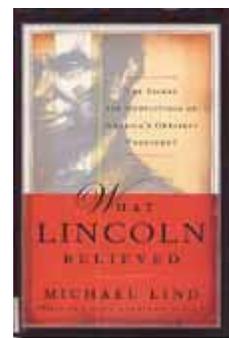
Mark Twain's works are a living national treasury, yet somehow, beneath the vast river of literature that he left behind, Samuel Langhorne Clemens, the man who became Mark Twain, has receded from view, leaving us with only faint and often trivialized remnants of his towering personality. Here, author Powers recreates the 19th century's vital landscapes and tumultuous events while restoring the human being at their center.

### What Lincoln Believed : the Values and Convictions of America's Greatest President

Michael Lind  
New York, NY :  
Doubleday, 2005.

973.7 LIN

This intellectual biography uncovers the heart of Lincoln's public philosophy and places his ideals and presidential decisions within the context of his times. Lind dispels the popular image of Lincoln as a self-made man and a naive, inspired genius, and shows that the president was very much a product of his time and place, influenced by the pragmatism of his fellow Kentuckian Henry Clay, and by enlightenment thinking.



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## CIENCIAS COMPUTACIONALES

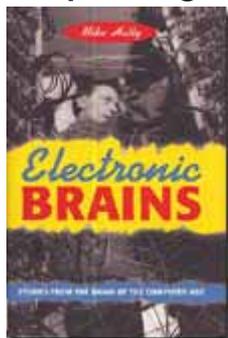
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### Electronic Brains : Stories From the Dawn of the Computer Age

Mike Hally  
Washington, DC :  
Joseph Henry Press,  
2005.

004 HAL

Tracing the period just after the World War II when the first truly modern computers were developed, this book chronicles the escapades of the world's first "techies" and other stories virtually unknown, all combined to create a fascinating history of a now-ubiquitous technology.

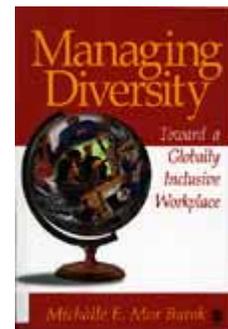


### Managing Diversity : Toward a Globally Inclusive Workplace

Michelle Mor Barak  
London, UK : SAGE, 2005.

658.300 MOR

Demonstrates the benefits of implementing inclusive practices in the workplace. The author incorporates vignettes and case studies from different countries around the world to effectively illustrate practical solutions to managing today's diverse workforce.

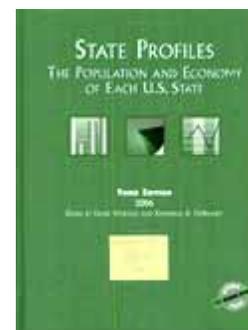


### State Profiles : the Population and Economy of Each U.S. State

Editors: Diane Werneke,  
Katherine A. DeBrandt  
Lanham, MD. : Bernan Press,  
2006.

REF 304.609 STA 2006

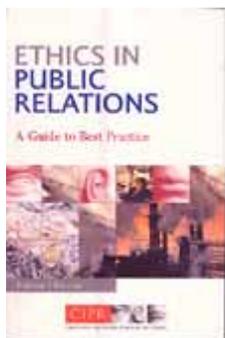
This publication provides a state-by-state view of the United States, including population composition by age, sex, race, and ethnicity; educational attainment levels; employment; earnings data; and other important aspects of the economy.



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## CIENCIAS SOCIALES

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### Ethics in Public Relations : a Guide to Best Practice

Patricia J. Parsons  
Sterling, VA : Kogan Page,  
2004.

659.2 PAR

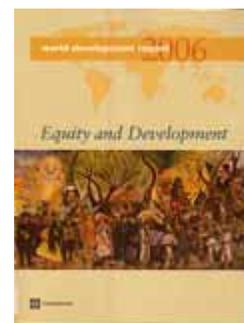
This book gives readers the tools and knowledge to enable public relations to make defensible decisions, and outlines the important ethical concerns in public relations and corporate communications.

### World Development Report 2006 : Equity and Development

Washington, DC : World  
Bank, 2006.

REF 330.9 WOR 2006

Presents a social development strategy organized around the themes of social inclusion, cohesion, and accountability. It examines equality of opportunities--a potentially important factor affecting both the workings of the investment,



environment and the empowerment of the poor--by building on and extending existing accountability frameworks presented in the 2005 Report.

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## CINE

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### Rear Window [videorecording]



*Producer & director, Alfred Hitchcock*  
Universal City, CA : Universal Studios, 2001.

DVD 792.27 REA

A news photographer, confined to his room by a broken leg, sees a murder committed in a room on the other side of the court.

### West Side Story [videorecording]



*Robert Wise*  
*Production.Directors, Robert Wise, Jerome Robbins*  
[Minneapolis, MN] : MGM Home Entertainment, [2003]

DVD 791.43 WES

This musical sets the tragedy of Romeo and Juliet against a backdrop of the rivalry of two street gangs, the Sharks and the Jets, in New York of the 1950s. A young woman who is sister to the Sharks leader has her first taste of love with the former head of the Jets.

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## CINEMATOGRAFIA

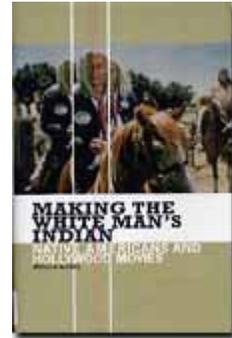
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### Making the White Man's Indian : Native Americans and Hollywood Movies

*Angela Aleiss.*  
Westport, CT : Praeger, 2005.

791.436 ALE

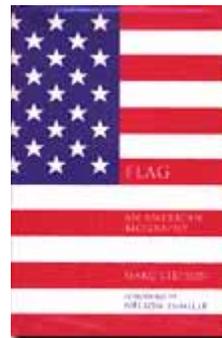
In this new study, author Angela Aleiss traces the history of Native Americans on the silver screen and breaks new ground by drawing on primary sources such as studio correspondence, script treatments, trade newspapers, etc.



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## CIVISMO

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### Flag : an American Biography

*Marc Leepson*  
New York, NY : Thomas Dunne Books/St. Martin's Press, 2005.

929.92 LEE

Presents a lively, comprehensive, illuminating look at the history of the American flag from its beginnings to today. The author uncovers scores of little known facts as he traces the evolution of the American flag from the Colonial period to its prominent role as a symbol of American resolve in today's war against terrorism.

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## COMPAÑIAS AMERICANAS

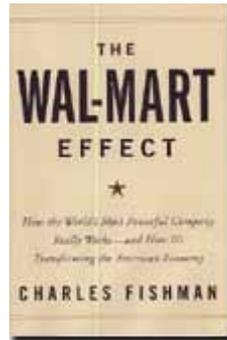
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### **The Wal-Mart Effect : How the World's Most Powerful Company Really Works-- and How it's Transforming the American Economy**

Charles Fishman  
New York, NY :  
Penguin Press, 2006.

381.149 FIS

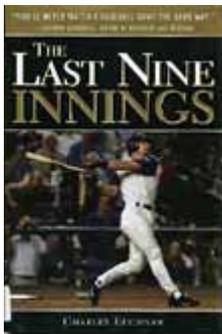
Taking us inside the Bentonville, Arkansas, headquarters, onto the factory floors, and into the stores themselves in a way we've never shopped them before, Fishman has discovered how Wal-Mart brings prices down so dramatically and what the remarkable payoffs and high costs of those "everyday low prices" really are.



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## DEPORTES

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### **The Last Nine Innings : Inside the Real Game the Fans Never See**

Charles C. Euchner  
Naperville, IL :  
Sourcebooks, 2006.

796.357 EUC

Reveals the seismic changes that are dramatically transforming baseball, called the national pas-time. Euchner brings the reader behind the scenes to see how scientific analysis, exotic statistics and globalization have changed the game forever.

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## EDUCACION

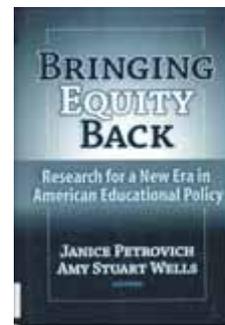
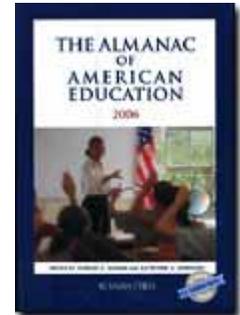
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### **The Almanac of American Education, 2006**

Edited by Deirdre A. Gaquin  
and Katherine A. DeBrandt  
Lanham, MD : Bernan  
Press, 2006.

REF 370.21 ALM 2006

This new edition is very useful as a guide to address high priority education needs by comparing the quality of education at the national, state, regional, and county levels.



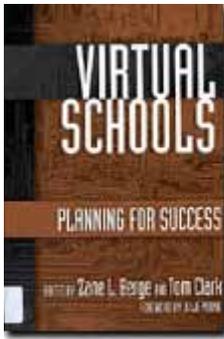
### **Bringing Equity Back : Research for a New Era in American Educational Policy**

Edited by Janice  
Petrovich, Amy Stuart  
Wells

New York, NY : Teachers College Press,  
2005.

379.260 BRI

This book examines the shifting terrain of educational policy and why equity must be brought back to the center of educational reform. It is also reviewed the historical, economic, and political conditions that generate inequalities in educational opportunity.



**Virtual Schools :  
Planning for  
Success**

*Edited by Zane L. Berge and Tom Clark ;  
foreword by Julie Young*  
New York, NY :  
Teachers College  
Press, 2005.

371.358 VIR

This important volume features contributions by top virtual school administrators and experts in the field, who talk about what virtual schools can do to plan for success. Providing an overview of virtual schooling and e-learning, along with detailed case studies, this volume features chapters written by real practitioners and leading experts.

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**ESTUDIOS DE GENERO**

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**Women and the Media : Diverse  
Perspectives**

*Edited by Theresa Carilli, Jane Campbell*  
Lanham, MD :  
University Press of  
America, 2005.



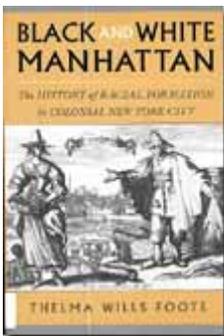
302.23 WOM

Collection of 19 descriptive and empirical articles examining media depictions and highlighting significant contributions. This anthology has a cultural focus and addresses issues of race, ethnicity, class, and sexuality.

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**ESTUDIOS AMERICANOS**

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**Black and White  
Manhattan : the  
History of Racial  
Formation in  
Colonial New  
York City**

*Thelma Wills Foote*  
New York, NY : Oxford  
University Press,  
2004.

305.800 FOO

The author details the arrival of the first immigrants, including African slaves, and traces encounters between the town's inhabitants of African, European, and Native American descent, showing how racial domination became key to the building of the settler colony at the tip of Manhattan Island.

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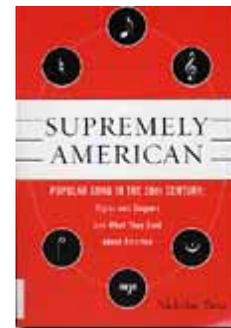
**FOLKLORE**

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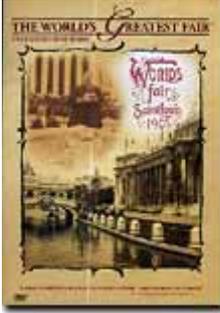
**Supremely American : Popular  
Song in the 20th century : Styles  
and Singers and What They Said  
About America**

*Nicholas Tawa*  
Lanham, MD :  
Scarecrow Press,  
2005.

782.421 TAW



Study of how popular lyrics and music relate to American life. It defines popular song, explains why it came into existence, and describes how it fit within the context of twentieth century society.

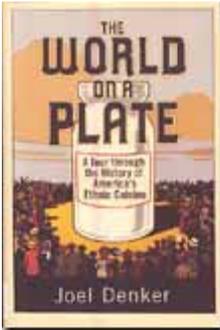


**The World's Greatest Fair [videorecording]**

*Produced and directed by Scott Huegerich and Bob Miano*  
Saint Louis, MO : Civil Pictures : Technisonic Studios, 2004.

DVD 907.4 WOR

Documentary on the 1904 World's Fair in Saint Louis, using archival images and interviews with historians to highlight various aspects of the event.



**The World on a Plate : a Tour Through the History of America's Ethnic Cuisines**

*Joel Denker*  
Boulder, CO : Westview Press, 2003.

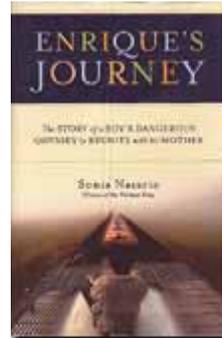
641.5 DEN

Tells the story of the Colombosians and other immigrant families who have changed and influenced our food and created a uniquely American culinary pastiche. The author conducted interviews with a range of ethnic-food merchants, crafting a history of our colorful food markets.

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**INMIGRACION**

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**Enrique's Journey**

*Sonia Nazario*  
New York, NY : Random House, 2006.

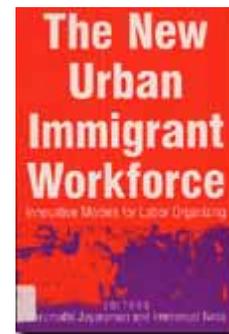
305.230 NAZ

Based on the Los Angeles Times series that won two Pulitzer Prizes, this is a timeless story of families torn apart. When Enrique was five, his mother, too poor to feed her children, left Honduras to work in the United States. The move allowed her to send money back home so Enrique could eat better and go to school past the third grade. She promised she would return quickly, but she struggled in America. Without her, he became lonely and troubled. After eleven years, he decided he would go find her.

**The New Urban Immigrant Workforce : Innovative Models for Labor Organizing**

*Sarumathi Jayaraman and Immanuel Ness*  
Armonk, NY : M.E. Sharpe, 2005.

331.89 JAY



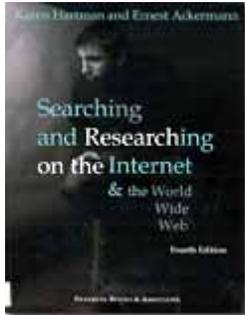
This book draws on an important contribution to the understanding of contemporary immigrant labor organizing and mobilization, on participant observation, ethnographic interviews, historical documents and records of organizing drives. Text for labor relations and immigrant studies that takes into account the latest debates in these fields.

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## INTERNET

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### Searching & Researching on the Internet & the World Wide Web



Karen Hartman, Ernest Ackermann  
Wilsonville, OR :  
Franklin, Beedle, 2005.

025.04 HAR

This book reflects the evolution of the Internet and World Wide Web, and includes relevant new materials for students and researchers. The authors have accumulated and annotated one of the most extensive collections of directories and virtual libraries under one cover.

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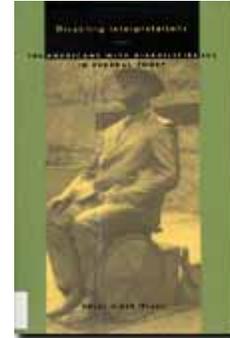
## LEYES Y LEGISLACION

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### Disabling Interpretations : the Americans With Disabilities Act in Federal Court

Susan Gluck Mezey  
Pittsburgh, PA :  
University of Pittsburgh  
Press, 2005.

342.730 MEZ



The author argues that the Americans with Disabilities Act (ADA) of 1990 have not fulfilled its potential primarily because of the judiciary's "disabling interpretations" in adjudicating ADA claims. In a decade of litigation, judicial interpretation of the law has largely constricted the parameters of disability rights and excluded large numbers of claimants from the reach of the law.

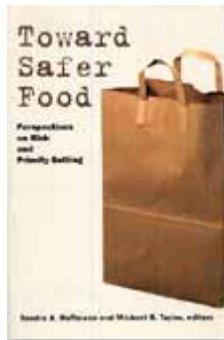
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## INVESTIGACION EN ALIMENTOS

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### Toward Safer Food : Perspectives on Risk and Priority Setting

Edited by Sandra A. Hoffmann, Michael R. Taylor.  
Washington, DC :  
Resources for the Future,  
2005.



363.192 TOW

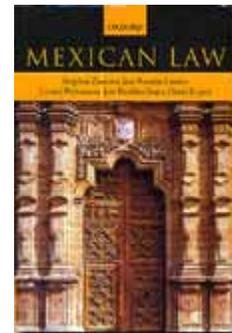
This book is an effort to present in one place an overview of the subject of risk-based food safety priority setting, and brings together leading food safety scientists, risk analysts and economists as well as highly experienced food safety regulators and policy analysts, to survey what is known about the data and tools available to construct the new risk analysis and priority setting framework.

### Mexican Law

Stephen Zamora, José Ramón Cossío-Díaz and Leonel Pereznieto-Castro.  
Oxford, UK : Oxford  
University Press, 2005.

REF 349.72 ZAM

Provides an overview of the Mexican legal system. It sets forth the basic rules and legal doctrines, surveys the key institutions that make and enforce the law in Mexico, and places them in their cultural context.

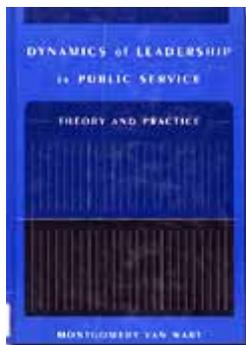


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## LIDERAZGO

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### Dynamics of Leadership in Public Service : Theory and Practice



Montgomery Van Wart.  
Armonk, NY : M.E.  
Sharpe, 2005.

352.3 VAN

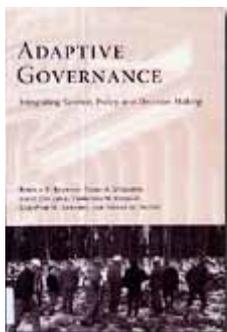
This book addresses leadership from two perspectives: analyzes in detail the competencies that organizational leaders at all levels need and, offers a comparative review of the theoretical literature on leadership from a public sector perspective.

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## MEDIO AMBIENTE

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### Adaptive Governance : Integrating Science, Policy, and Decision-Making



Ronald D. Brunner ... [et al.]  
New York, NY : Columbia  
University Press, 2005.

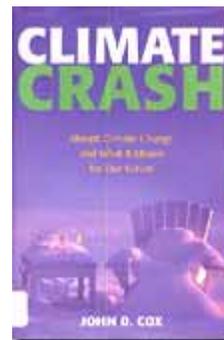
333.709 ADA

Drawing on five detailed case studies from the American West, the authors explore and clarify how to expedite a transition toward adaptive governance and break the gridlock in natural resource policy making. Case studies discussed include a program to protect endangered fish in the Colorado River with the active participation of water developers and environmentalists.

### Climate Crash : Abrupt Climate Change and What it Means for Our Future

John D. Cox  
Washington, DC : Joseph  
Henry Press, 2005.

577.22 COX



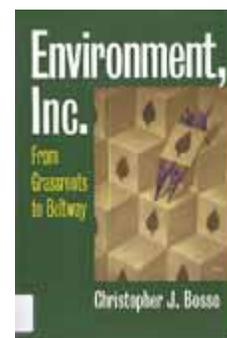
What are the mechanisms for triggering a significant climate change? In what ways should we expect this change to manifest itself? When will it likely happen? This book seeks to answer these questions, breaking the story of rapid climate change to a public already intensely curious about the underlying science.

### Environment, Inc : From Grassroots to Beltway

Christopher J. Bosso  
Lawrence, KS : University  
Press of Kansas, 2005.

333.72 BOS

This book looks at the evolution of organized environmental advocacy in the United States, with particular focus on the period from the early 1970s to the present, as a vehicle for understanding organized advocacy more generally.

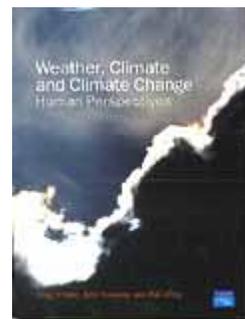


### Weather, Climate and Climate Change : Human Perspectives

Greg O'Hare, John  
Sweeney and Rob Wilby  
New York, NY : Pearson  
Prentice Hall, 2005.

551.6 OHA

Provides and up-to-date and accessible analysis of one of the most crucial and contentious issues



facing the world today: the processes and consequences of natural and human induced changes in the structure and function of the climate system.

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## MEDIOS DE COMUNICACION

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### The Future of Media : Resistance and Reform in the 21st Century

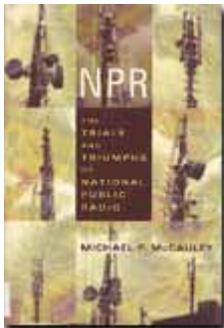
*Edited by Robert W. McChesney, Russell Newman, and Ben Scott*  
New York, NY :  
Seven Stories Press,  
2005.



302.230 FUT

Presents a diverse collection of voices from today's growing media reform movement, and features chapters by Bill Moyers, FCC Commissioner Michael Copps, Rep. Bernie Sanders, among many others, expressing from cutting edge analysis to blueprints for action.

### NPR : the Trials and Triumphs of National Public Radio



*Michael P. McCauley*  
New York, NY :  
Columbia University  
Press, 2005.

384.54 MCC

The people who shaped America's public broadcasting system thought it should be "a

civilized voice in a civilized community"--a clear alternative to commercial broadcasting. This book tells the story of how NPR has tried to embody this idea. McCauley describes NPR's evolution from virtual obscurity in the early 1970s, when it was riddled with difficulties--political battles, unseasoned leadership, funding problems--to a first-rate broadcast organization. The book draws on a wealth of primary evidence,

Biblioteca Benjamín Franklin  
Abierto de Lunes a Viernes de 11:00 a 19:00 hrs.

including 57 interviews with people who have been central to the NPR story, and places the network within the historical context of the wider U.S. radio industry. Since the late 1970s, NPR has worked hard to understand the characteristics of its audience. Because of this, its content is now targeted toward its most loyal listeners--highly educated baby-boomers, for the most part--who help support their local stations through pledges and fund drives.

### We Changed the World : Memoirs of a CNN Global Satellite Pioneer

*Sidney Pike*  
St. Paul, MN : Paragon, 2005.

791.450 PIK

Sidney Pike was a pioneer and evangelist for the global television channels and the news services that are taken for granted today. His story is the most thorough chronicle of all the changes before the global information revolution led by CNN.



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## MERCADOTECNIA

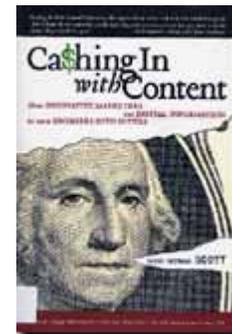
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### Cashing in With Content : How Innovative Marketers Use Digital Information to Turn Browsers Into Buyers

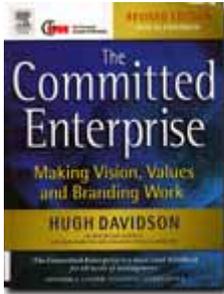
*David Meerman Scott*  
Medford, NJ :  
Information  
Today/CyberAge  
Books, 2005.

658.872 SCO

The author demonstrates how content-savvy organizations are succeeding with a strategy that drives visitors to action-to purchase, donate, join, or subscribe. It's all about the content. Scott shows that the key to web marketing success is delivering great content.



## The Committed Enterprise : Making Vision, Values, and Branding Work



Hugh Davidson  
Boston, MA :  
Elsevier/Butterworth-  
Heinemann, 2005.

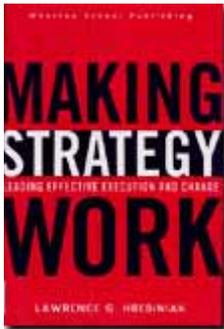
658.4 DAV

This book takes a hard approach to this soft topic and describes how to build unstoppable organizations, whether business or charities, hospitals or orchestras, by managing vision and values scientifically yet creatively.

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## NEGOCIOS Y ADMINISTRACION

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**Making Strategy  
Work : Leading  
Effective  
Execution and  
Change**

Lawrence Hrebiniak  
Upper Saddle River,  
NJ : Wharton School.  
Pub, 2005.

658.401 HRE

You'll learn how to put in place the competencies to execute your strategy short-term operations with long-term plans, define possibilities, accountability, incentives, and controls more effectively; improve coordination at "ground level" and throughout the enterprise manage change and culture effectively, and above all, shape and lead your organization to support strategy instead of resisting it.

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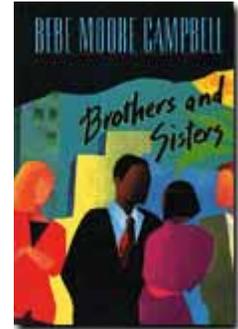
## NOVELAS

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### Brothers and Sisters

Bebe Moore Campbell  
New York, NY : Putnam, 1994.

F CAM



A black woman banker is torn between her ambition to succeed professionally and her loyalty to other blacks. The protagonist is Esther Jackson, operations manager for a downtown Los Angeles bank. The events take place in the aftermath of the Rodney King riots. By the author of Your Blues Ain't Like Mine.

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## PERIODISMO

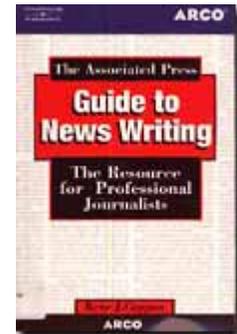
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### The Associated Press Guide to News Writing : the Resource for Professional Journalists

Rene J. Cappon  
Lawrenceville, NJ : Thomson  
Petersons, 2000.

REF 371.302 CAP

This book is aimed at those who care about precise and attractive use of the language. This guide helps you to achieve what should be every journalist's aim, telling the reader what you mean in a crisp and correct way.



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## RELACIONES BILATERALES

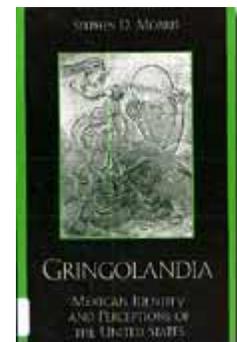
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### Gringolandia : Mexican Identity and Perceptions of the United States

Stephen D. Morris  
Lanham, MD : Rowman &  
Littlefield, 2005.

973 MOR

Recent policy changes, culminated with NAFTA, marked the transformation in



the relationship Mexico-U.S., previously characterized as stridently anti-American on the Mexico's views part. This work answers questions about the impact of this policy shifts on Mexican nationalism and perceptions of the United States.

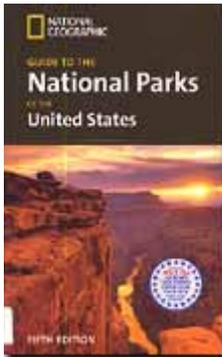
snowshoe, bicycle and hot-air balloon, through the 50 states, the photographer found the stories and images that are the essence of America.

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## TURISMO

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### Guide to the National Parks of the United States



Washington, DC :  
National Geographic  
Society, 2006.

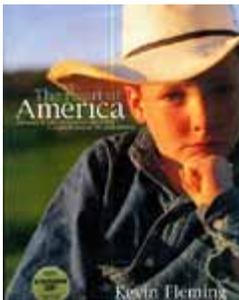
REF 917.3 GUI

This guide takes you through America's national parks and includes: firsthand guidance from expert travel writers, activities, lodgings, and excursions to nearby sites, itineraries and sight-by-sight tours geared to your time, 375 color photos and 80 easy-to-use maps lead to the parks, sights, trails, and campgrounds.

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## VIDA Y COSTUMBRES EN ESTADOS UNIDOS

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### The Heart of America

*Kevin Fleming ; [text editor, Larry Nagengast]*  
Rehoboth Beach, DE  
: Portfolio Books,  
2004.

REF 779.6 FLE

This photography book captures images from Florida's Everglades to the summit of Alaska's Mt. McKinley, here are cowboys, boat builders, fishermen, etc, as well as beautiful landscapes. Traveling by airplane, helicopter, kayak, horseback, river raft,